

Meeting of the Full Council

Monday 21 October 2024

Agenda Item No. 19.0

TO CONSIDER THE CONTENTS OF A DRAFT RESIDENTS' SURVEY

1.0 Background

- 1.1 The Town Council has muted for some time, that a town residents' survey would be beneficial for elected members to understand what's important to the town's residents and businesses. It would also provide suitable evidence to back up the Town Council's decision-making rather than presumptions being made on their views. Evidence in the form of quotes and statistics is also very useful in the completion of grant funding applications.
- 1.2 External companies can be commissioned to undertake such surveys, but depending on the format (online, telephone or face to face) and subsequent data analysis, these can cost in the region of £10k-40k.
- 1.3 With Uckfield Town Council already in the budget setting period for 2025-26, and the Town Council trying to utilise funds more wisely, the Town Clerk has proposed developing an in-house survey to gauge the views of local residents.
- 1.4 The easiest format to produce such a survey is online, but being in-house, this could be adapted to word to enable the public to collect surveys from the Town Council offices, to complete and drop back in.
- 1.5 It is proposed that the survey be open for feedback between Wednesday 23 October and Friday 15 November at 11.59pm, to provide adequate time for response but also enough time to analyse the feedback and feed this into the draft budget and priority setting.
- 1.6 The set of questions are influenced by standard local authority resident based surveys, Local Government Association benchmarking and issues specific to Uckfield.
- 1.7 In any survey capture it's important to provide a range of closed and open questions. The closed questions are good for capturing key data and simple snapshots of people's views. Open questions enable us to understand more about the priorities and desires of local residents in more depth.
- 1.8 A draft survey has been prepared for consideration by members, and can be accessed via the following weblink: <https://forms.gle/fr3Lg1mEQ1gL1vQx6>

2.0 Recommendations

- 2.1 Members are asked to:
 - (i) consider the contents of the survey and confirm they are happy with the order of the survey questions, and themes covered, and;
 - (ii) approve the consultation period for 23 October to 15 November 2024.

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